

Note for Alleyne-Chin, Trish

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**From:** McMahon, Kathy  
**Date:** Thu, Sep 30, 1993 16:31  
**Subject:** Marlboro racing poster  
**To:** Whalen, Roy  
**Cc:** Alleyne-Chin, Trish

Roy,

Doron is running a program is Dec. racing magazines offering a free poster. Consumers call 1-800, we send them a certification, they return and we send poster. He's estimating a redemption of 5% on a circ of 450,000. What do you think?

Thanks.

Kathy

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